

Draft bid for touring funds:

Video for Galleries : Regional Touring Coordinator

Objectives

This paper proposes the appointment of a coordinator to work in partnership with some of the larger public galleries each year on the production of 3 or 4 touring exhibitions of artists' video, film and slide-tape work. The regional touring coordinator would work in parallel with the Film, Video & Broadcasting Department's Film and Video Umbrella Organiser, who currently tours 4-5 multi-programme packages of film and video each year to regional film theatres.

The objective is to respond to the growing interest being expressed by galleries in this area of work, to encourage the development of a network of exchange exhibitions, and through collaboration to spread curatorial knowledge and skills:

Background

The pattern of exhibition in cinemas of artists film and video has been dramatically increased by the success of the Artists' Film and Video Committee-funded Film and Video Umbrella in providing popular programming. Similarly the purchase and commissioning of artist's work for screening on television by Illuminations, Annalogue, Alterimage and the '11th Hour' (in which the Artists' Film and Video Committee has played a significant part) has greatly increased the visibility of this area of work. The artists' own exhibition initiatives continue to grow in number, supported by Film and Video Artists on Tour project funding, and by the substantial hidden subsidy of the Arts Council's equipment loan scheme. The one area which remains stubbornly unaffected is exhibition in galleries and arts centres. This 'market' offers major prizes to artists in terms of audience ~~response~~ response, critical response, and as a base for the future development for home video sales etc.

The underlying problem is twofold; firstly, many galleries are unfamiliar with an art-form which occupies time rather than space, and which is easier to programme as a one-off performance rather than the 2-3 month run customary within the gallery world; secondly gallery curators and exhibition organisers are often made anxious by the technology required for film and video exhibition, and have little knowledge of the art-form's history or acquaintance with its practitioners.

The challenge therefore is to (1) generate high quality touring exhibitions which set standards and promote good practice; (2) to encourage the setting up of networks of interested galleries to facilitate touring and cost-sharing on larger projects; (3) to explore ways in which video projection,

multiscreen exhibition-formats and installation works can be used to meet the gallerie's need for space-occupying and long-time-span exhibitions; (4) to organise training and conferences for gallery staff; (5) to explore ways in which the links between production and exhibition might be strengthened by the commissioning of new works for specific exhibitions, (which might involve the devolution of some Artists' Film and Video Committee production funds).

The strategy proposed is the appointment of a Regional Touring Coordinator who would be commissioned to pursue the objectives outlined above, working in parallel with (and possibly in the same office as) the Film and Video Umbrella, liaising closely with the AFO and the Art Department's Arts Projects Officer.

The coordinator would have a small working Projects budget with which to challenge-fund touring product and an equipment pool with which to supplement gallery exhibition facilities.

The primary financial need would be for fees for post-holder plus assistant, office space and other overheads, a working projects' allocation plus a one-off capital investment for equipment.

The purpose would be for this post to be funded as an annual client, but it should be recognised that given the long gestation period of gallery exhibitions, the effectiveness of the coordinator will only become apparent in year 2: therefore this appointment should be seen as annually renewable, subject to satisfactory appraisal.

Outline budget

Fees	Coordinator	11,000	
	Sec/Assistant	8,000	19,000
Overheads	Office	3,000	
	Office equip/phone	2,000	5,000
	etc.		
Travel and Subs		4,000	4,000
Project challenge fund		10,000	10,000
One off capital equipment		10,000	10,000
			48,000

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